Unit 3 - Using Social Media in Business
Learning Aim B

Using Social Media in Business

In this unit you will:

- Learning Aim A: Explore the impact of social media on the ways in which businesses promote their products and services.
- **Learning Aim B: Develop a plan to use social media in a business to meet requirements.**
- Learning Aim C: Implement the use of social media in a business.

Ideas for a small business to use for your social media campaign

You will need to have a client – a small business that needs a social media presence.

Do you have a relative or family friend who runs a small business?

If you don’t have a real client then you can use an imaginary one. You will need to make up a name for your business and try to find someone who will pretend to be your client:

Ideas:

- Children’s party magician/clown/character
- Small cake shop
- Local takeaway restaurant
- Personalised children’s books
- Party planner
- Local Avon representative (sells beauty products)
- A local business selling football kits or other sports equipment
- Mobile phone or computer repair shop
- Specialist party balloons – personalised

Social Media Planning

Learning Aim B: Develop a plan to use social media in a business to meet requirements

1. **Business Requirements**: What are the business requirements? What is the business intending to use social media for? What are they hoping to achieve?
2. **Content planning and publishing:** What kind of content is the business wanting to post? How will the business obtain content to post e.g. images and videos? Which social media websites will they have pages on? How and how often will they post content?
3. **Developing an online community:** How will the business go about developing an online community of followers? How will the business keep followers engaged once it has them?
4. **Developing a social media policy:** What will the business include in its social media policy? How will it ensure that employees comply with the policy?
5. **Reviewing and Refining Plans:** Meet with client to review plans and refine them.

Deadlines

Key Project Dates (for real project):

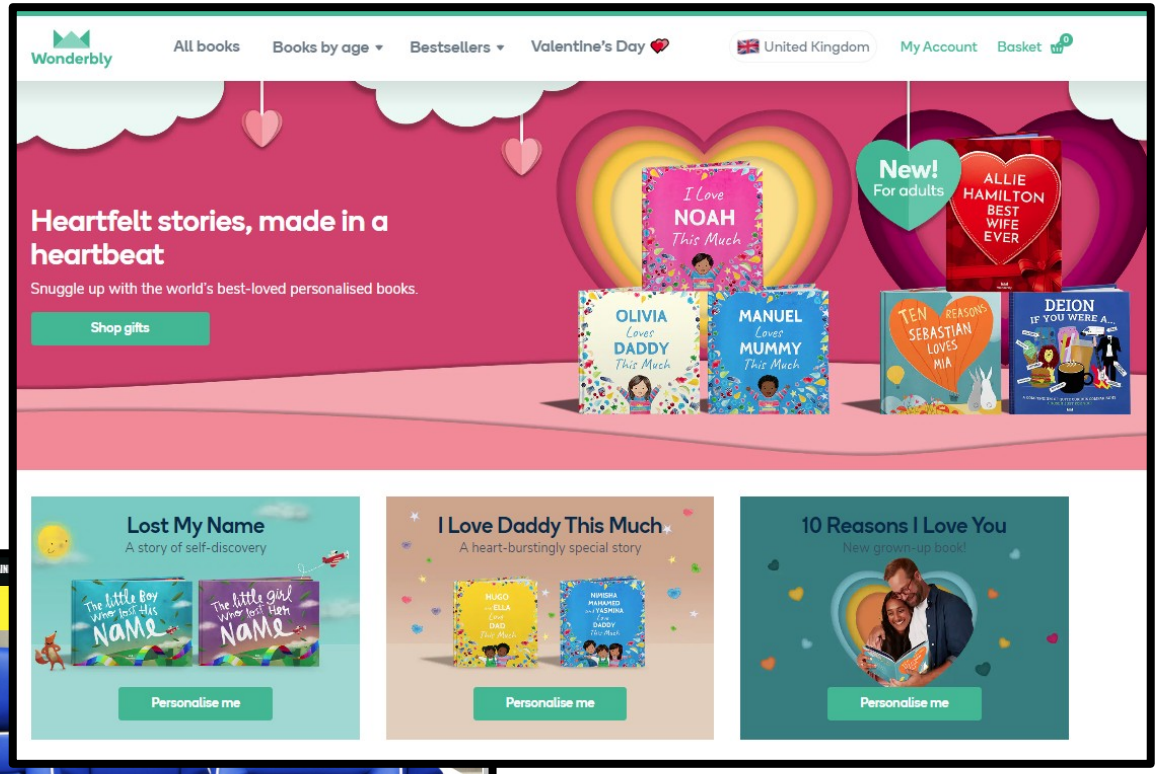
11th March: Assignment will be issued on– treat this as the day your client approaches you to undertake the project

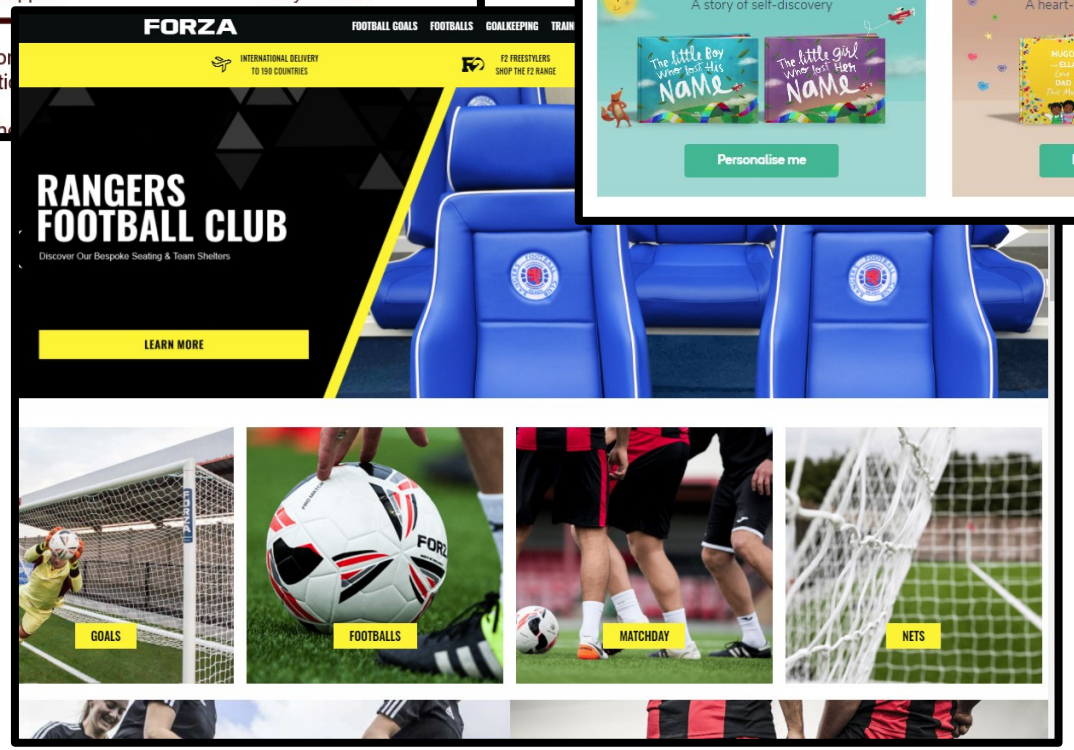
24th March: Assignment 3.2 deadline

21st March to 1st April: Posting schedule (all posts will be scheduled in this window)

29th April: Assignment 3.3 deadline

You will need to build in dates where you will review with your client and make adjustments





Look at some social media campaigns to get ideas

Today's Task

Business Requirements

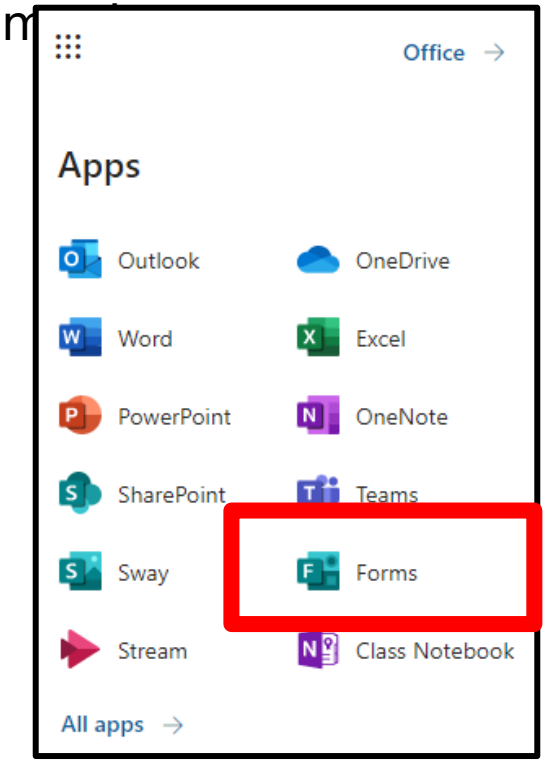
Activity 1: Create a Survey to identify typical audience use of social media

You will be starting to plan your social media campaign soon – you will be writing a 'Business Requirements Plan' and a 'Posting Schedule'. Before you do this you need to do some research on the best time to post:

Activity: Do a short survey of the typical audience (e.g. people who might buy from the business). Find out what social media platforms they like to use, how often they use it, what time of day they typically go online, etc. Ask questions that will help you plan your cam

Use Microsoft Forms – it is very simple to use and you are able to generate some really good analysis afterwards.

Have some closed questions (e.g. list of choices) so that you are able to analyse. Also have open questions with free text where you think it is necessary.



Today’s Task

What you need to find out:

- What social media platforms does your target audience use? (give choices)
- How often does your audience use social media? (give choices)
- How many times a day do they go online? (give choices)
- What time of the day is your target audience most likely to use social media? (give choices)
- What type of content do they like to see? (give choices)
- Does social media encourage purchasing? (yes, no, maybe)

When you have done this, find out what the research says about most popular times to be online. Write up on your notebook.

Today's Task

Activity 1 - When is your Audience Online?

Understanding when the target audience for a business social media campaign is online is important. Posting material when the majority of your audience is online provides a much better chance that they will interact with the post. Posting material when they are offline means it's likely to be lost in all the other things that happen in their timeline while they are offline.

How can you find out when your audience is online? There are three basic methods.

Method 1:

You can ask them! A good way to find this out is.to survey your audience and ask when (days and times) they interact with social media

a) Carry out a survey amongst your classmates to find out when they are online and interacting with social media. Remember being logged on to a social media account is not the same as interacting. You might find it more useful to ask a question like 'What days and times are you most active on social media?'
b) You could also ask another group of people the same question and see if the answer is different. For example if you ask older people (tutors, parents etc.) do you get a different answer?

Method 2:

You can research the question and find out what the experts say. There are many articles on the internet on this topic. Do a search for 'when are the best times to post on social media'. Read several of the articles and compare what they say. Does their advice line up with want you found in task 1 above?

Method 3:

IF you have an existing Facebook business page you can use the Insights tools to see when people who already follow or like your page are actually online. On the Insights page this can be found under the Posts section (from the menu on the left).

a) Which days of the week are more people online?
b) What times of the day are they most likely to be online?
c) Bearing in mind the time people are most often online, what can you gather about the location of the majority of the audience for this page?

Once you know when people are most likely to be online, you know the best times to post material. However, this might not be the most convenient time for you to post material. Is there any way you can solve this problem?

Today’s Task

When you have completed your survey, go onto Facebook and practice setting up a Business ‘page’. You may use an existing Facebook account, or set up a new one.

You can practice setting up the profile for the business and creating a schedule of posts. **Do not publish at the moment.**

Examine some of the tools on Facebook that will help you:

- Creating posts
- Creating stories
- Creating reels
- Planner
- Publishing tools
- Insights

Use the Help feature to find out more

Develop a Social Media Plan

Specification Topic 1:

1. Business requirements
   - Identify the client's requirements for social media use – and benefits
   - Establish timescales and responsibilities
   - Identify criteria for measuring success
   - Select the social media websites to use – that match the business profile
   - Identify targets in terms of number of followers, likes and shares

2. Content planning and publishing

3. Developing an online community

4. Developing a social media policy

5. Reviewing and refining plans

Business Requirements

Identify the client's requirements for social media use – and benefits

- Company Profile (what do they do, what products/services, people, how they deliver, geographic area?)
- Project Team – who will work on the project?
- Purpose of social media campaign
- Type of content (posts) – what doe they want to promote? What type of content – videos, polls, images, use of humour, direct or indirect selling, paid for posts?

Business Requirements

Establish timescales and responsibilities

- Dates that campaign will run
- What times of day will the posts be published

You will need to do some research on best time of day to publish.

Business Requirements

Identify targets and criteria for measuring success and
Identify targets in terms of number of followers, likes and shares

- Typical ways to measure success of social media are in terms of number of followers to the site (community), number of likes on a post, shares, comments, number of links to the company website, etc.
- Identify how you will measure this
- Be realistic when setting targets – for your project your classmates, friends and family will be the ones to interact so keep the numbers small

Business Requirements

Select the social media websites to use – that match the business profile

- Identify two or three social media sites to be used, based on the product or service and the target audience. Give clear reasons for your choices.
- When you get to the implementation phase, you only need to show examples from one of these sites.

Business Requirements

Key Project Dates (for real project):

10th March: Assignment will be issued on– treat this as the day your client approaches you to undertake the project

24th March: Assignment 3.2 deadline

21st March to 1st April: Posting schedule (all posts will be scheduled in this window)

29th April: Assignment 3.3 deadline

You will need to build in dates where you will review with your client and make adjustments

Business Requirements

Activity 2: Social Media Business Requirements Plan

Do this practice activity using a business similar to the one you will work with on your assignment

Social Media Business Requirements Plan

Introduction to Plan:

Name of the company	
Company Profile:	
Project Team:	
Purpose of Social Media Campaign:	
Type of Content (Posts):	
Target audience:	
Chosen social media sites:	
Targets and measuring success:	
Timescales:	
Developing an Online Community:	
Reviewing and Refining the Campaign:	

Develop a Social Media Plan

Last Week:

- Understanding your target audience – survey
- Social Media Requirements Plan

Submit to your notebook

Today:

- Activity 3 – Keyword Strategy
- Activity 4 – Posting Schedule

Submit on Friday

Develop a Social Media Plan

Specification Topic 2:

1. Business requirements **- done**

2. **Content planning and publishing**
   - Identify target audience (age, gender, interests, income) **- done**
   - Link content to target audience to ensure it is engaging
   - Research keywords and create a keyword strategy to help users find the content
   - Create a publishing schedule – using research on the best time to publish content (type of content, frequency, day and time)

3. Developing an online community

4. Developing a social media policy

5. Reviewing and refining plans

Develop a Social Media Plan

Identify target audience (age, gender, interests, income)

- You should already have identified the business's target audience – who typically buys their products and services
- You should also have surveyed a sample of the typical audience so that you can target posts at them – ensure the type of content meets their interests
- You will use this information when designing posts – refer to it to explain the content you have chosen.

Engaging Content aimed at Target Audience

Look at this post

Big bold text that tells the viewer that they can add a child's name

High quality images – suitable for a boy or girl

Sale – 60% off!

Look how many likes, shares and comments!!

Who is the target audience? Who would see this on their newsfeed? Parents? Grandparents?

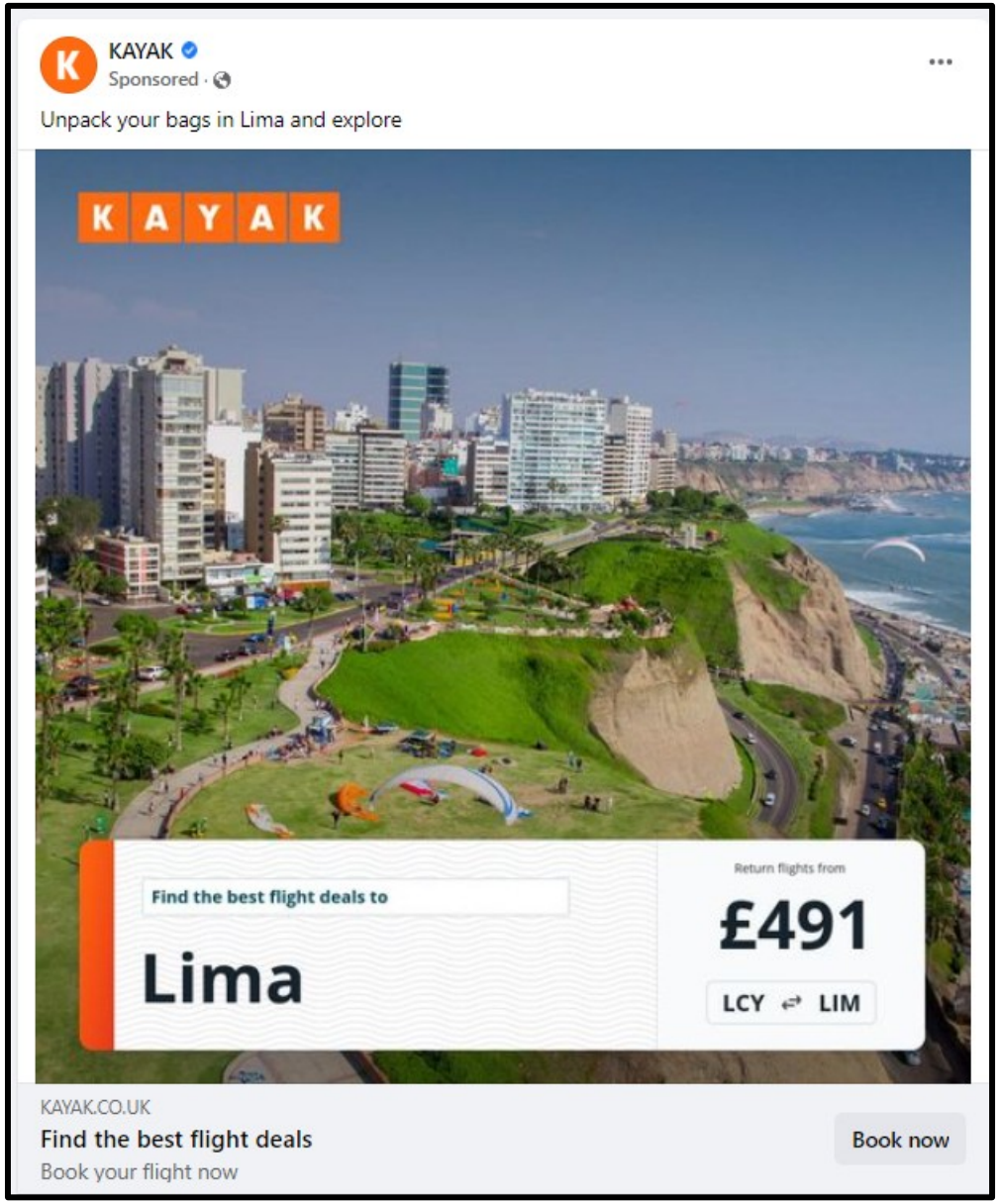
Engaging Content aimed at Target Audience

Look at this post

Big bold text that tells the viewer the price of the flight (cheap so will encourage you to look further)

High quality image

Who is the target audience? Who would see this on their newsfeed? Age group? Interests? Income?



Engaging Content aimed at Target Audience

Look at this post

Quiz

Eye catching

Who is the target audience? Who would see this on their newsfeed? Age group? Interests? Gender?

Engaging Content aimed at Target Audience

Look at this post

Timely – when Six Nations is on

Eye catching

Who is the target audience? Who would see this on their newsfeed? Age group? Interests? Gender?

Engaging Content aimed at Target Audience

Look at this post

Timely – Valentines Day

Eye catching

Who is the target audience? Who would see this on their newsfeed? Age group? Interests? Gender?

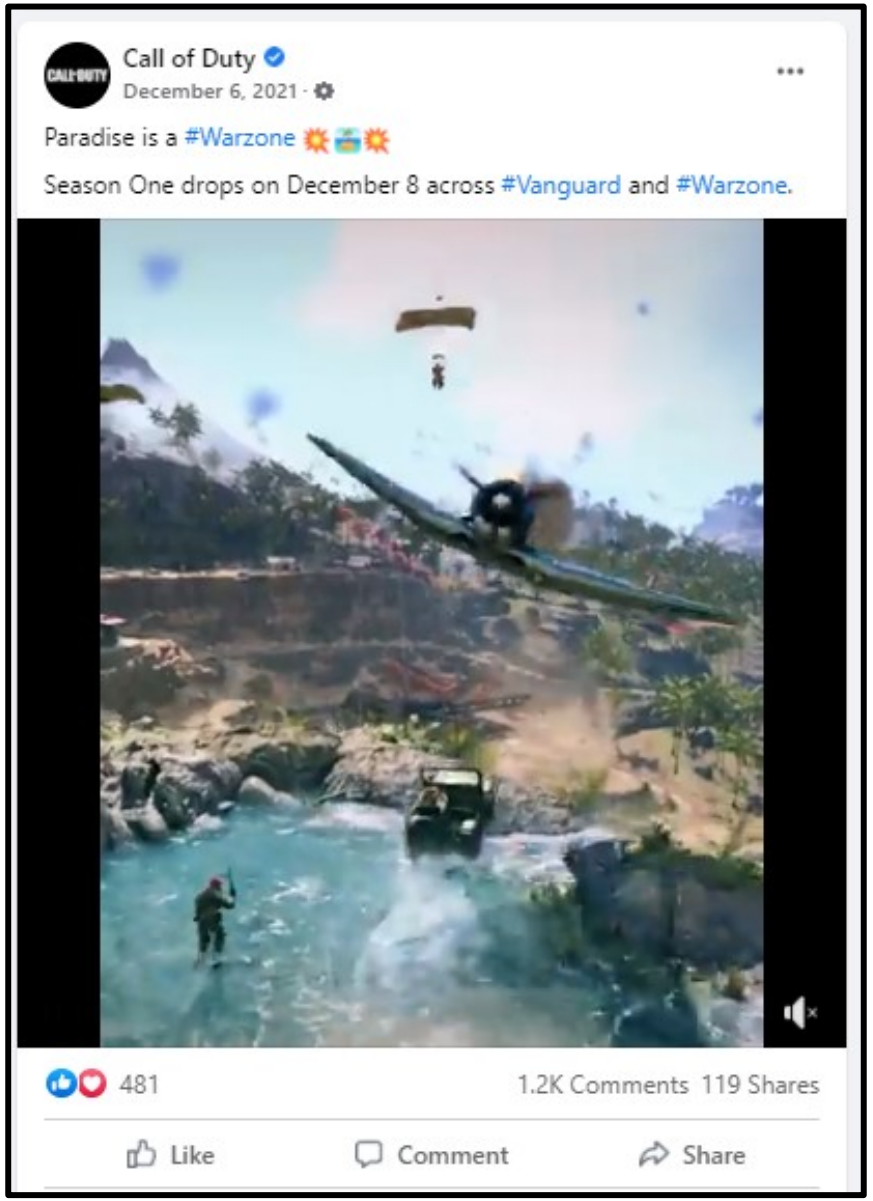
Engaging Content aimed at Target Audience

Look at this post

Call of Duty

Video content – did well in terms of likes, shares and comments.

Who is the target audience? Who would see this on their newsfeed? Age group? Interests? Gender?



Keyword Strategy

- The choice of keywords is an important concept – for the company website and the content they post on social media
- Most people use a search engine such as Google when looking for something online
- Companies work hard to make sure their website or social media pages appear high up on the list in Google when a potential customer searches
- Keywords refer to the likely search text that a customer may type in
- To have a good online presence you need to make sure that these keywords appear in social media posts and the business profile as it will increase the likelihood of appearing high up in search results.
- It is important to conduct keyword research and have a clear strategy around use of keywords

Keyword Strategy

What Is Keyword Research?

Keyword research is the process of finding and analysing search terms that people enter into search engines with the goal of using that data for search engine optimisation (SEO)

Keyword research can uncover the popularity of certain search terms

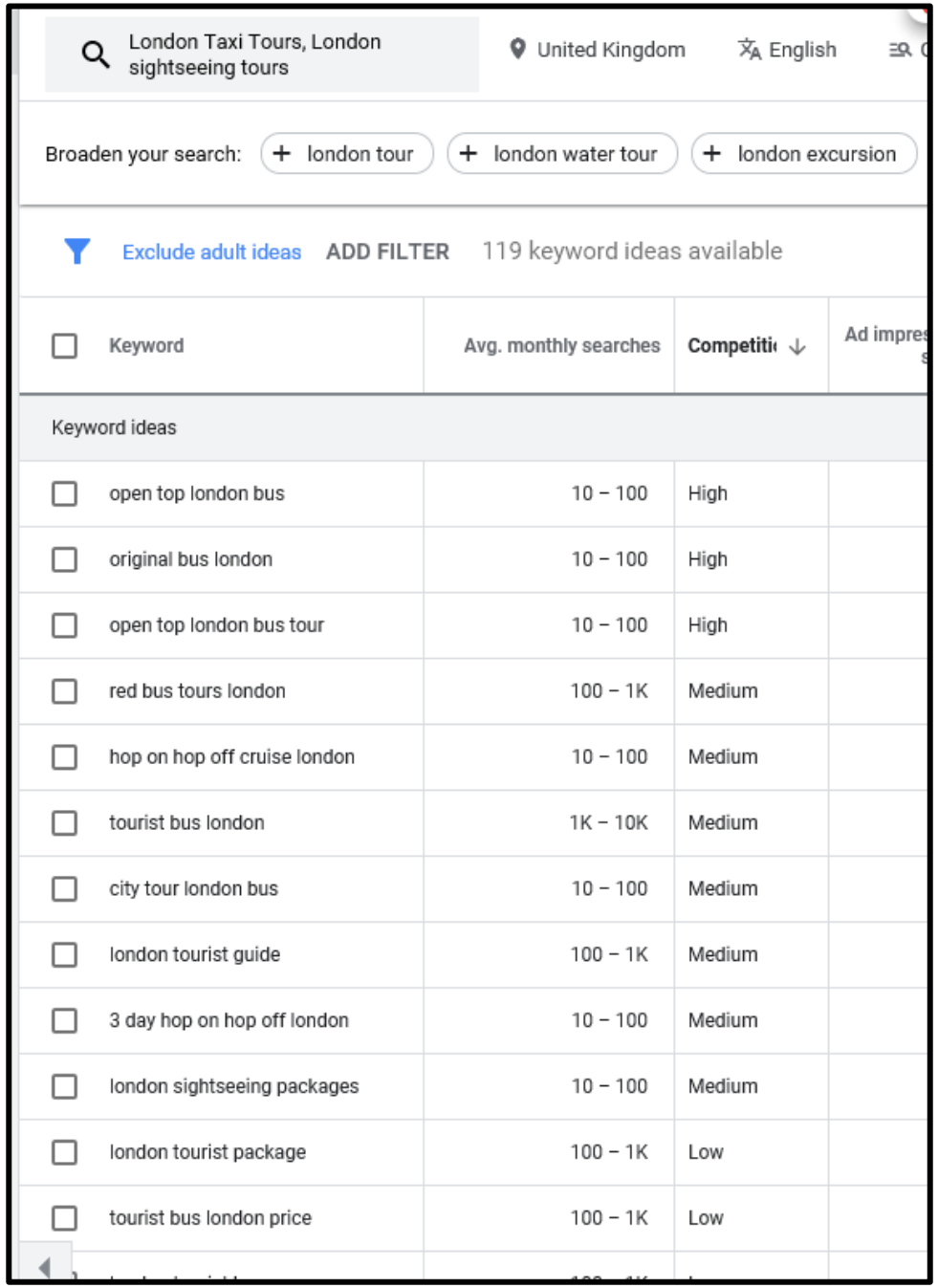
By researching keywords that are getting a high volume of searches per month, you can identify and sort your content into topics that you want to create content on and ensure you use the popular keywords in that topic.

Keyword Strategy

What keywords?

Keyword Strategy

Google AdWords
Keyword Planner


London Taxi Tours, London sightseeing tours
United Kingdom
English
Broaden your search:
+ london tour
+ london water tour
+ london excursion
Exclude adult ideas
ADD FILTER
119 keyword ideas available
Keyword
Avg. monthly searches
Competitiv
Keyword ideas
open top london bus 10 – 100 High
original bus london 10 – 100 High
open top london bus tour 10 – 100 High
red bus tours london 100 – 1K Medium
hop on hop off cruise london 10 – 100 Medium
tourist bus london 1K – 10K Medium
city tour london bus 10 – 100 Medium
london tourist guide 100 – 1K Medium
3 day hop on hop off london 10 – 100 Medium
london sightseeing packages 10 – 100 Medium
london tourist package 100 – 1K Low
tourist bus london price 100 – 1K Low

Question:

Note that the **‘open top London bus’** search term is high

How might you get that search term into the London Taxi Tour social media campaign?

[Free Keyword Tool | WordStream]

Keyword Strategy

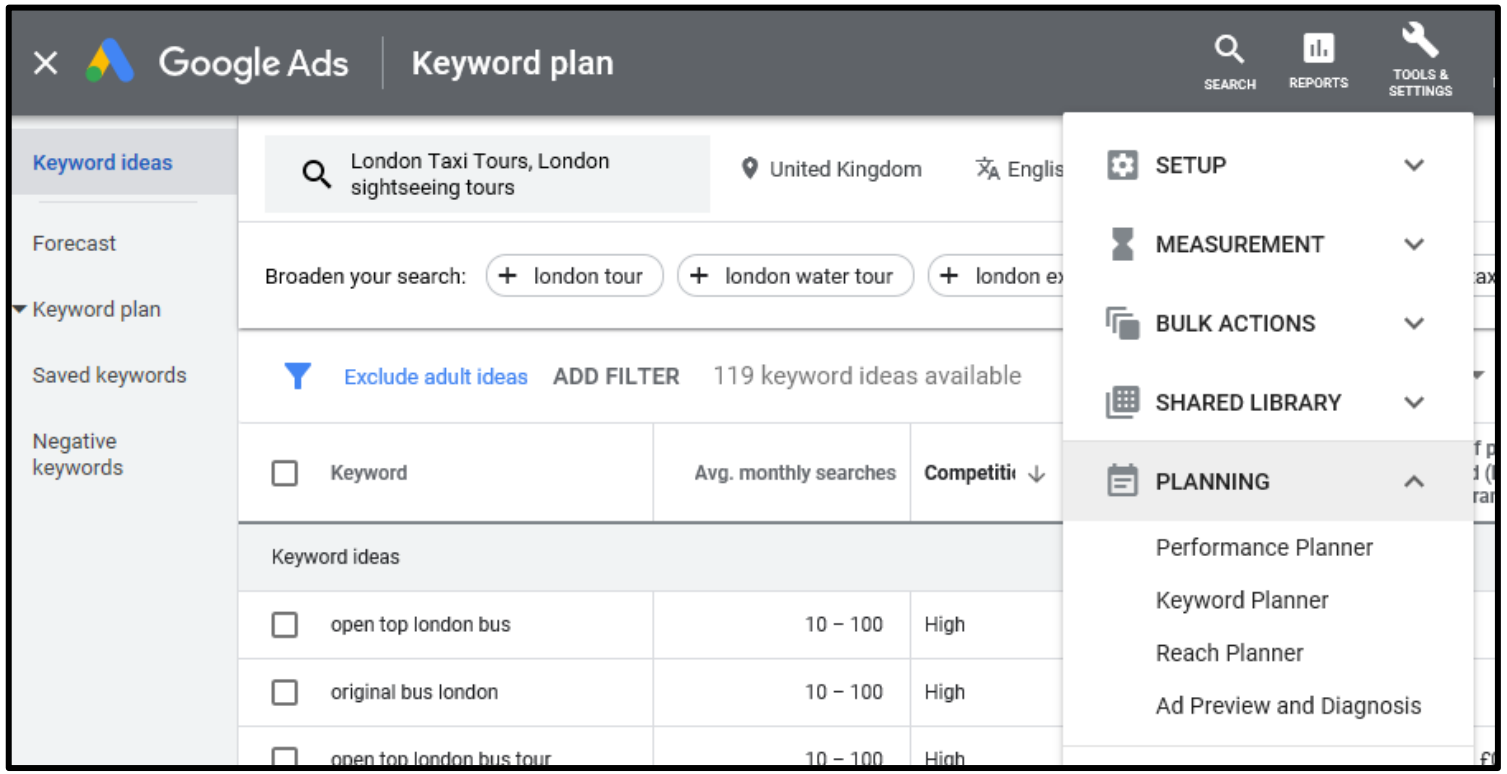
Google AdWords
Keyword Planner

Using Google Ads Keyword Planner:

You will need to sign-up.

Click on ‘Tools & Settings’ then ‘Planning’ then ‘Keyword Planner’

Using this tool you can create ‘Campaigns’ and search for advisable keywords for a variety of posts.



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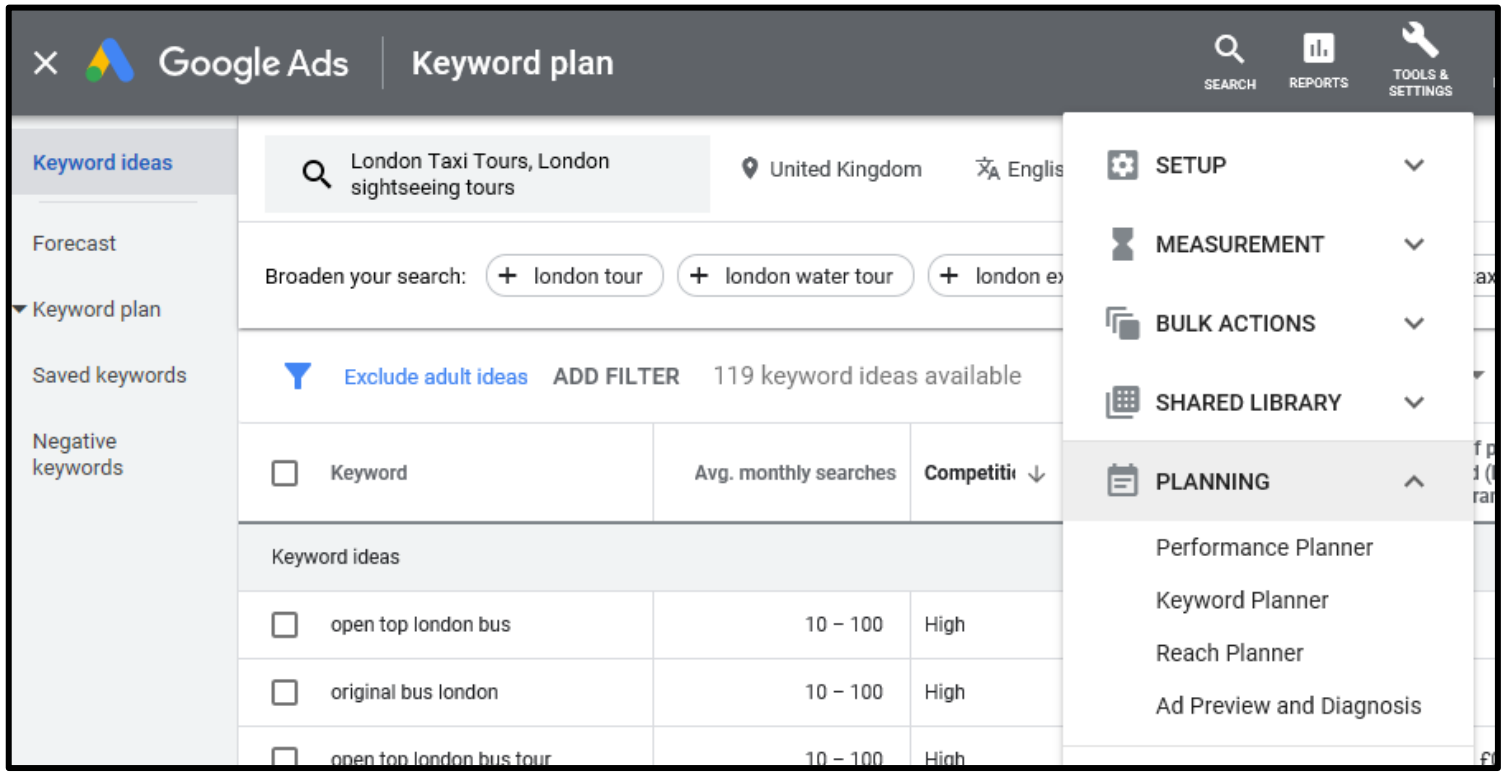
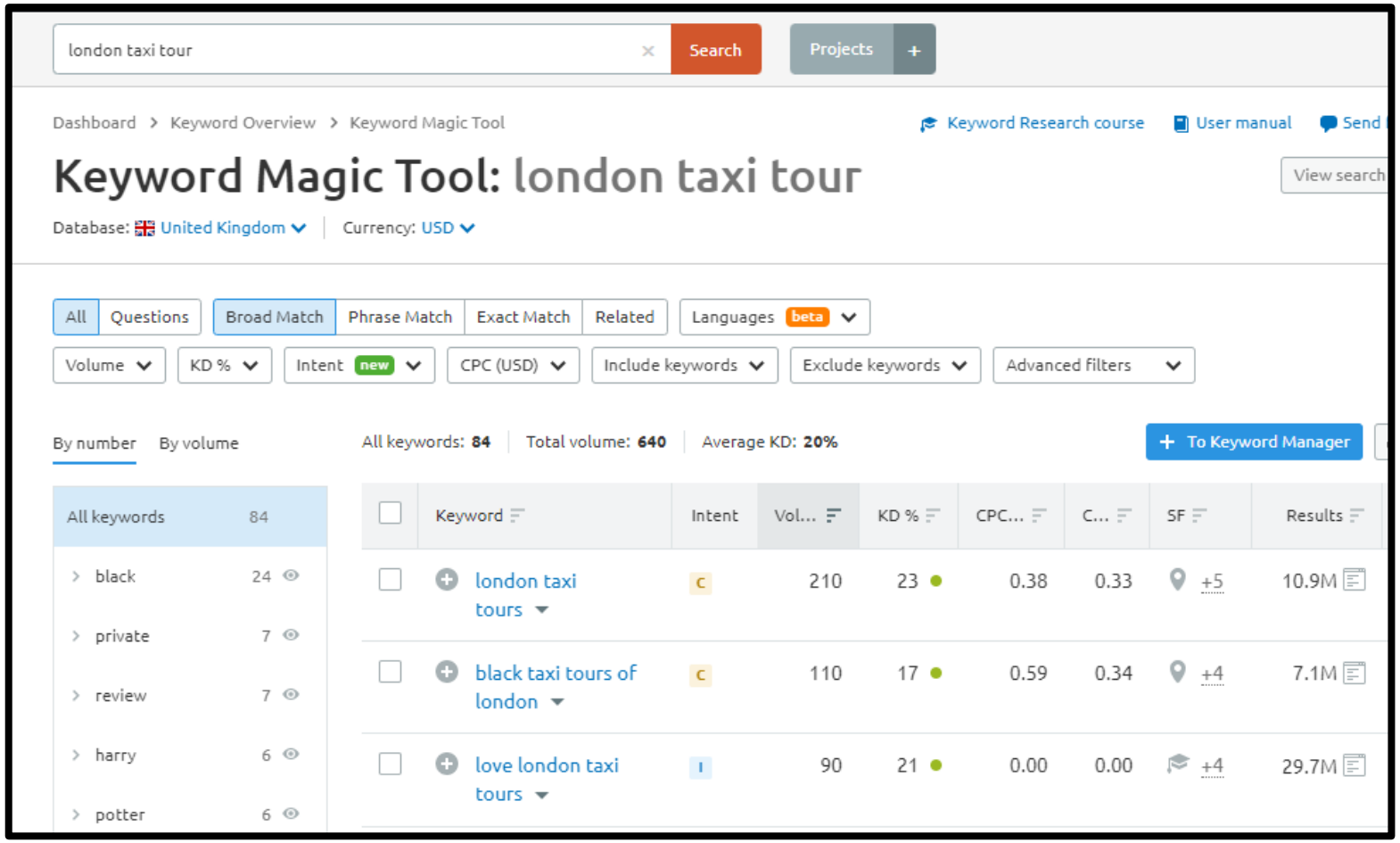


Keyword Strategy

Alternative - Keyword Planner:

SEMRUSH



Activity 3 – Keyword Strategy

Social Media Planning

Activity 3 - Creating a Keyword Strategy

Making sure people can find your business when using search engines such as Google, is a complex subject known as SEO (Search Engine Optimisation). There is a large amount of information about SEO available online.

Product or service **E.g. Shop that builds and sells racing cycles**	**Search phrases likely to be used to find this type of business**	**Search phrases that are most popular as shown by the Google Keyword Planner**

Activity 4 - Posting Schedule

- Schedule posts for 21st March to 1st April

Social Media Channels chosen and why (e.g. give target audience statistics – include graphs):			
Day and time of posting	**Type of Post** Advertising a product, humour, competition, survey, indirect advertising, etc.	**Actual Content** **(e.g. image/video/text)** Design the post here. Include any images you will use and the text. You may describe any video content.	**Comment** Why are you posting this? What do you hope to achieve?

Example

Day and time of posting	What you plan to post
26th March 4:00pm Instagram Facebook	Image - Text - Check out our new addition to our shop! This is great for use in Primary schools and Preschools in the Book Corner. https://megandavies801664.wixsite.com/personaliseall This post is for educational purposes. #SignPost #TheGruffalo #WinnieTheWitch #Paddington #TheVeryHungryCaterpillar #TheTwits #School #NewProduct

Develop a Social Media Plan

Specification topic 3:

1. Business requirements

2. Content planning and publishing

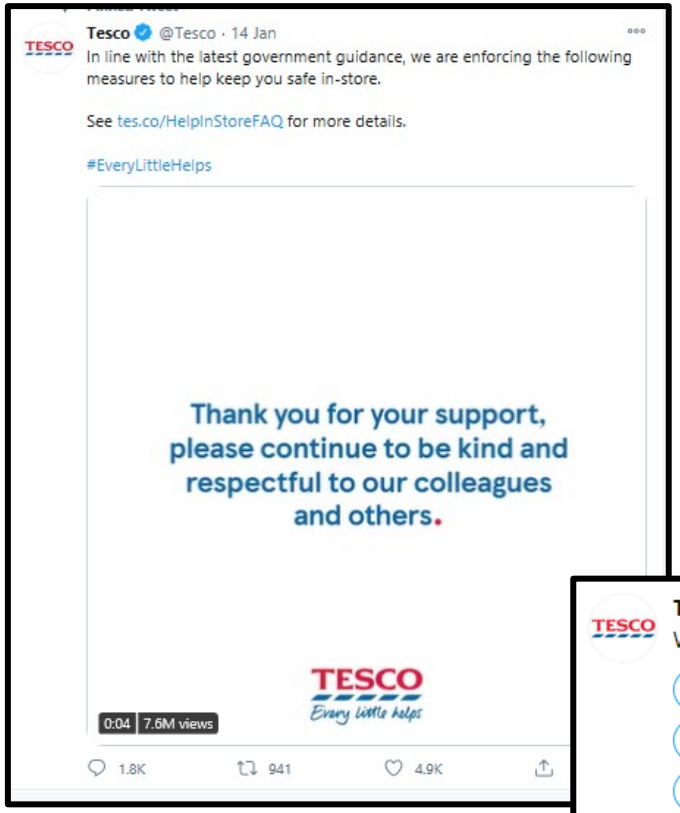
3. Developing an online community
   - Plan the use of promotional techniques, e.g. requesting feedback, surveys, special offers, creating links between social media sites and company website
   - Develop a strategy to monitor social media website streams, respond to queries, requests or complaints.

4. Developing a social media policy

5. Reviewing and refining plans

Communicating with Customers

- Useful for unexpected changes or updates – e.g. using Twitter to update passengers on transport delays
- Communication is two way – obtaining customer feedback and gather opinions. Cheaper way of conducting market research
- Makes customers feel that they have direct access to the company and their ideas are valued


Tesco @Tesco · 14 Jan
In line with the latest government guidance, we are enforcing the following measures to help keep you safe in-store.
See tes.co/HelpInStoreFAQ for more details.
#EveryLittleHelps
Thank you for your support, please continue to be kind and respectful to our colleagues and others.
TESCO
Every little helps
0:04 7.6M views
1.8K 941 4.9K

Tesco @Tesco · 19 Jan
As a precaution, Cow & Gate is recalling certain batches of their Cow & Gate My First Muesli 10+ months
(330g). This is because some packs may contain pieces of apple stalk.
If you'd like extra information, you can find out more here:
tes.co/CowGateMueslR...
Cow & Gate
My First Muesli
TESCO
7 11 11

Tesco @Tesco · 1h
Which are most looking forward to trying first?
Jazzy Jam Doughnuts
Cinnamon Scrolls
Chocolate Muffins
371 votes · 22 hours left
8 1 7

Customer Service, Resolving Queries, Managing Issues

- Resolving queries
- Managing issues – questions or problems with a product or service
- Need to ensure good monitoring of their profiles so that customers are replied to quickly otherwise it will be perceived that they don't care about their customers

Jason French
July 13, 2018
A few more unhappy posts on their page today.
Garden Furniture Clearance's post
Garden Furniture Clearance
Hi Julie, if you can provide me with your order details privately, I'll have a look into this for you. Many thanks, CW
8 m Like Reply
Write a reply...
Debbie Balding
Yes having the same problem as everyone else been waiting 4 weeks and they have not got a clue when it will be in DO NOT ORDER FROM THIS COMPANY U WILL NEVER GET IT.
21 m Like Reply
Garden Furniture Clearance
Hi Debbie, if you can provide me with your order details privately, I'll have a look into this for you. Many thanks, CW
8 m Like Reply
Write a reply...

Activity:

Monitoring Strategy:

Write a paragraph at the end of your posting schedule (activity 4) with a heading ‘Monitoring Strategy’. Describe how you will monitor interaction over the posting period, what actions you will take, and why it is important.

Develop a Social Media Plan

Specification topic 4:

1. Business requirements

2. Content planning and publishing

3. Developing an online community

4. Developing a social media policy
   - Posted content to meet the company philosophy
   - Promotion of honesty, respect and confidentiality in posted content
   - Methods of dealing with security issues
   - Separation of company and personal content
   - Legal and ethical considerations

5. Reviewing and refining plans

Developing a Social Media Policy

Risks:

The aim of a Social Media Policy is to try to mitigate against the risks that you will have identified in Assignment 3.1:

- Negative comments about the company or on a post
- Unforeseen consequences of posted content
- Time constraints
- Security issues

A company will have a Social Media Policy that employees must follow whenever they are posting online.

The Coca-Cola Company

Online Social Media Principles

INTRODUCTION

Every day, people discuss, debate and embrace The Coca-Cola Company and our brands in thousands of online conversations. We recognize the vital importance of participating in these online conversations and are committed to ensuring that we participate in online social media the right way. **These Online Social Media Principles have been developed to help empower our associates to participate in this new frontier of marketing and communications, represent our Company, and share the optimistic and positive spirits of our brands.**

The vision of the Company to achieve sustainable growth online and offline is guided by certain shared values that we live by as an organization and as individuals:

- **LEADERSHIP**: The courage to shape a better future;
- **COLLABORATION**: Leveraging our collective genius;
- **INTEGRITY**: Being real;
- **ACCOUNTABILITY**: Recognizing that if it is to be, it's up to me;
- **PASSION**: Showing commitment in heart and mind;
- **DIVERSITY**: Being as inclusive as our brands; and
- **QUALITY**: Ensuring what we do, we do well.

These **Online Social Media Principles** are intended to outline how these values should be demonstrated in the online social media space and to guide your participation in this area, both when you are participating

Social Media Policy

Activity 5: Example Statements (Coca Cola Social Media Policy)

Philosophy: Coca-Cola's social media principles are guided by their shared values and outline how these values should be demonstrated in the online social media space. Coca-Cola guides employees, for both individual participation, as well as participation on behalf of the company.

Honesty, Respect and Confidentiality: Associates are personally responsible for their words and actions, wherever they are. As online spokespeople, you must ensure that your posts are completely accurate and not misleading, and that they do not reveal non-public information of the Company.

Separation of Company and Personal Content: Be careful not to publish company information on your private social media. Information originally intended just for friends and family can be forwarded on. Remember NEVER to disclose non-public information of the Company (including confidential information), and be aware that taking public positions online that are counter to the Company's interests might cause conflict.

Social Media Policy

Policy Document Template

Description of the company:

Section 1 title: e.g. Honesty and Respect
What does it cover?
Why is it needed?

Activity 5:

Look back at the learning you did for Learning Aim A - specifically Activity 6 - Risks.

Review some social media policies that companies have developed (there are lots that you can search for)

Give a few examples from:

- Honesty, respect and confidentiality in posted content
- Security issues
- Separation of company and personal content
- Legal and ethical considerations

Develop a Social Media Plan

Specification topic 5:

Business requirements

Content planning and publishing

Developing an online community

Developing a social media policy

Reviewing and refining plans

- Gathering feedback from client and potential users
- Communicating with client
- Scheduling and documenting meetings
- Agreeing and adjusting timescales
- Refining ideas and solutions

Develop a Social Media Plan

Specification topic 5:

Reviewing and refining plans

- Gathering feedback from client and potential users
- Communicating with client
- Scheduling and documenting meetings
- Agreeing and adjusting timescales
- Refining ideas and solutions

Evaluation

You will do these things throughout your project, and will evaluate how well you did them in your final evaluation of your plan - and take screen captures where appropriate to illustrate your points.